

MEMOCO Implements Taboola Feed’s Continuous Scroll Solution and Quadruples Revenue in Three Months



memoco

“We repeatedly tested various content recommendation engines before deciding on the best solution, but others didn’t provide us with stable revenue or growth opportunities. With Taboola, we were able to achieve both as well as quadruple our overall revenue in three months.”

- Takayuki Kumada, CEO of MEMOCO



COMPANY

MEMOCO is a gift information website that delivers information for people looking for gifts for their loved ones. Founded in 2012, their mission is to become Japan’s go-to destination for any gift-giving related questions, information or inquiries.



CHALLENGE

Drive stable revenue and further **MEMOCO**’s growth potential through the implementation of a content recommendation engine.



SOLUTION

Implement **Taboola** Feed’s continuous scroll solution to increase engagement with both organic and sponsored content.



RESULTS

After implementing **Taboola** Feed, **MEMOCO** saw a **409% increase in overall revenue** in just three months. Their **sponsored content click-through-rate (CTR) increased by 148%**, while **organic content CTR increased by 146%**.

409%

Increase in Revenue in Three Months

148%

Increased in Sponsored Content CTR

146%

Increase in Organic Content CTR



Introduction

MEMOCO is a gift information website that delivers information for people looking for gifts for their loved ones. Founded in 2012, their mission is to become Japan's go-to destination for any gift-giving related questions, information or inquiries.

MEMOCO has an editorial team of 20 people who are constantly working to create seasonal articles related to upcoming holidays. Their core audience is in Japan— they're targeting a female audience between the ages of 20 and 40.



MEMECO Implements Suite of Taboola Monetization Solutions for Success



MEMOCO Finds Taboola Feed's Continuous Scroll Environment Desirable for their Target Audience

Prior to implementing **Taboola Feed**, **MEMOCO** repeatedly tested various recommendation engines and were not able to drive stable revenue or further their growth potential.

According to **MEMOCO**, **Taboola Feed** has proved to work for their audience—which is mostly made up of young female mobile users. They're consuming content on the go and are looking to discover great content related to gifts and new topics.

With **Taboola Feed**, they were able to see an increase in recirculation of their organic content as well as growing revenue. Additionally, there is now a strong opportunity for brands that are looking to build long-term relationships with new and existing customers on **MEMOCO**.

The **Taboola Feed** brings the familiar continuous scrolling experience that users love to publishers' sites on the open web. This next-generation, below-article experience delivers engaging 'card' formats that contain a variety of content including video, articles, slideshows and a host of third-party experiences, all personalized for the user.



In-Feed Video Greatly Contributes to MEMOCO's Growth in Revenue

MEMOCO also implemented **Taboola's** non-intrusive in-feed video placements, which have greatly contributed to their growth in revenue.

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MEMOCO Implements Taboola's Descender Widget and 'Start From Slider' Feature For Further Audience Engagement

MEMOCO is particularly focused on the details of their user interface and found the flexibility of the **Taboola** Feed design to be very desirable.

Taboola's Descender Widget, which appears for **MEMOCO** mobile traffic, appears when the user scrolls back to the top of the screen.

In addition to **Taboola** Feed, **MEMOCO** has implemented **Taboola's** Descender Widget and 'Start From Slider' features to further grow engagement with sponsored and organic content.

Overall, **MEMOCO** has found the **Taboola** sales and account management teams to be incredibly helpful during initial implementation and throughout the optimization process.

Start from Slider allows video allows video to adhere to the corner of the screen as the user scrolls down, attaching to the **Taboola** Feed below the article.

MEMOCO looks forward to expanding their relationship with **Taboola** in the future.

